**Chinese Outbound Tourism 2.0**, edited by Xiang (Robert) Li, Oakville, Apple Academic Press, 2015, 389 pp., $179.95 (hardcover), ISBN: 978-1-77188-180-7.

Powered by China’s steady economic growth in the last two decades, a second wave of “made-in China” tourists are creating new marketplaces with the potential to reshape our tourism system. “Chinese Outbound Tourism 2.0” edited by Robert Li, an international renowned researcher with an extensive record of publications about Chinese tourism, offers a timely update to researchers and practitioners alike in understanding this rapidly changing market. The editor takes us on a journey into Chinese outbound tourism 2.0 and its broad implications for destinations worldwide. This book has incorporated a range of contributions from Chinese scholars in China and abroad as well as Western scholars from various geographical locations offering a well-informed global perspective.

The book consists of four sections. In laying the groundwork, the editor commences with an overview of Chinese outbound tourism, which includes its historical development divided into four stages and a future outlook (Chapter 1). Following is an account of government policy evolution (Chapter 2) and a state-quo review of current literature concerning Chinese outbound tourism (Chapter 3). While the contributors to this section highlight the rapidly changing market structure of Chinese outbound tourism, they also express their concerns that existing theories and approaches fall short of theoretical or methodological revelations. Indeed, they point out that China outbound tourism 2.0, as a topic, has been understudied.

The second section presents recent progress in different regions that are of great popularity to Chinese tourists. It starts with nearby regions including Hong Kong (Chapter 4), Macao (Chapter 5) and Taiwan (Chapter 6). It then presents various destination perspectives of Asian destinations (Chapter 7) as well as long haul destinations including Australia (Chapter 8), Europe (Chapter 9) and United States (Chapter 10). Contributors to each chapter offer an overview of the burgeoning issues (e.g. hate and love relationship of Chinese tourists) in each destination and discuss strategies driving a way forward.

The third section highlights the various perspectives of Chinese tourists through cases studies. These include service expectations (Chapter 11), on-site experience in Florence, Italy (Chapter 12), gambling preferences in Macau (Chapter 13), shopping behavior (Chapter 14), luxury consumption (Chapter 15), and the distinctiveness of Chinese social media (Chapter 16). The rest of this section also details Chinese tourist information search process (Chapter 17), regional dispersal in Australia (Chapter 18), Diaoyu Island Political Crisis between China and Japan (Chapter 19), and student segment of this second wave in Australia (Chapter 20). Some of the contributors have gone beyond the current approaches mentioned in Section 1 by presenting the opportunities for Chinese outbound tourism as sources of theory fertilization (Chapter 11).

The last section gives the reader a reflection of current research approaches to investigate Chinese tourists from the perspectives from industry practitioners (Chapter 21) and scholars (Chapter 22) as well as a forecast of Chinese outbound tourism (Chapter 23). It emphasizes that we, as researchers, need to broaden our methodological approach in order to truly understand this fast changing wave. With these four well-organized sections, this book enables the reader to experience the progress from past to present and future of Chinese outbound tourism.

There are opportunities examining future Chinese tourism, which remain unexplored. It is often taken for granted in the tourism community that current studies of Chinese outbound tourism are particularly positive about its rapid and largely uninterrupted growth and fail to recognize the complicated socio-cultural and political realities of Chinese tourist flow. In particular, a description of how China’s own political ideology influences tourist behavior, such as nationalism, would be useful (Cheng, Wong, & Prideaux, 2016). While the editor combines input from both academics and practitioners, many of the findings are not always informative or revelatory and it might seem like “old wine in new bottles”. Constrained by the limited space, the book raises more questions than it answers. For example, are Chinese tourists really very different from Western tourists? If so, in what aspects? The chapter on Chinese social media puts emphasis on different types of Chinese social media platforms (e.g. Sina Weibo vs Twitter) but fails to articulate how these translate into Chinese tourist behaviors that differentiate them from their Western counterparts. On another note, while the editor provides a comprehensive coverage of increasingly popular destinations for Chinese tourists, additional insights could have been offered by a close comparison between each destination. Essentially, these chosen destinations present varying degrees of differences in terms of cultural similarity to Chinese tourists and their product offerings.

Despite these few missed opportunities, the book is a bold attempt to provide a handy reference to Chinese outbound tourism and is largely successful in this endeavor. It is a timely, fresh and important contribution and a milestone in documenting Chinese wave 2.0. As with any work, which documents China in transition, this book is constrained by its limited content to deal with the rapidly evolving nature of Chinese tourism market. It will be welcome by students, scholars and practitioners alike who have just started their journey in navigating the fast-changing Chinese waves.

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**References:**

Cheng, M., Wong, I. A., & Prideaux, B. (2016). Political Travel Constraint: The Role of Chinese Popular Nationalism. *Journal of Travel & Tourism Marketing*. doi: 10.1080/10548408.2016.1182456